



Date: June 17, 2005
To: Gerald R. Miller, City Manager
From: Katherine Parsons, Public Information Officer
For: Mayor and Members of the City Council
Subject: City Report For Week Ending June 17, 2005

This *City Report* highlights various activities for the week for week ending June 17, 2005. I hope you will find this information useful. Please feel free to contact my staff should you have any questions.

MAJOR WEEKLY HIGHLIGHTS

City Manager

City of Long Beach Emergency Notification Process

In the event of an emergency requiring evacuation, the City of Long Beach has an established public notification process.

When the Emergency Operation Center receives a state of emergency warning, a team of fire and police professionals assesses and monitors the situation before deciding on a course of action. This is a very important step as the information can change quickly as was the case of the Tsunami warning on Tuesday, which was cancelled within a short period of time.

The same Emergency Alert System notifies radio and television outlets and people are encouraged to have a battery-operated radio for that purpose.

If an evacuation in Long Beach becomes necessary, the media will be informed immediately and repeatedly. Emergency response vehicles and helicopters will go directly to impacted neighborhoods and advise residents via microphones and door-to-door contact.

Information is posted on the City's website, www.longbeach.gov.

If there is a major **local** impact, a public service announcement will be broadcast on KKJZ, FM 88.1.

If it is an extended emergency, the City's hotline, 570-5252, which features English, Spanish and Khmer translations will provide updates. Information is also sent via email to more than 1,000 neighborhood leaders, and 2,250 businesses.

MAJOR WEEKLY HIGHLIGHTS

City of Long Beach Emergency Notification Process Phone Notification System

Obtaining a technology that would increase the City's capability to provide emergency information by allowing it to place thousands of calls to the public in a short period of time, broadcasting emergency information to a precise geographic area or to an entire community is underway.

At the City Manager's request, Technology Services staff led an interdepartmental team in a review of telephone emergency notification systems. After reviewing the offerings of several vendors, the team composed of representatives from Police, Fire, and Technology Services Departments, and the City Manager's Office selected the product named *Reverse 911*. It is an approved use of Homeland Security grant funding and the City is awaiting final approval for FY 05 grant funding from the Federal government.

UPCOMING EVENTS AND PROJECTS

Public Works, Environmental Services Bureau

Staff will assist in the 9th Council District litter cleanup on **June 18** at 9:00 a.m. Volunteers can meet at Houghton Park, at the northeast corner of Harding and Atlantic Avenue. Additional monthly cleanups in each Council District have been scheduled throughout Long Beach. For information or to participate visit www.litterfree.lb.org or call 570.2850.

On **June 25**, the Environmental Services Bureau will sponsor a free Waste Tire Recycling Event from 9:00 a.m. – 3:00 p.m., at the Temple/Willow Operations Yard, 2929 E. Willow Street. Please enter off Willow. Residents who bring used tires with the rims removed will receive a coupon good for 15 per cent off their next purchase of Firestone or Bridgestone tires and a coupon from Krispy Kreme Doughnuts. For more information, call 570.4694 or 1.888.CLEAN LA.

Police

The public is invited to the grand opening of the North Division Police Substation on **June 25**, 10:00 a.m., 4891 Atlantic Avenue. For information, call 570.9800.

The Police Athletic League (PAL) Summer Kick-Off Barbeque will take place at two of the three PAL facilities, 1201 Freeman Avenue and 2311 E. South Street, on **June 23**, 4:00 p.m. Free food, games, and a one-day pass to any PAL facility will be given away. For information, contact Officer Brian McPhail at 570.8038 or Officer Dave Fritz at 570.1663.

AWARDS

Fire

The California State Firefighter's Association (CSFA) named LBFD Captain Steve Raganold *Firefighter of the Year*. The selection committee felt that Captain Raganold was well deserving of this prestigious inaugural award.

Police

The National Association for Search & Rescue recently recognized the Long Beach Search & Rescue Unit for its significant contributions in the search and rescue field by honoring it with the prestigious *Bob Wright Award*. At the national conference held in Oakland, the group's exemplary youth leadership and dedication to search and rescue education was acknowledged. Long Beach Search and Rescue members volunteered more than 21,000 hours last year, representing savings of over half a million dollars to the City of Long Beach. The Long Beach Search & Rescue is a *Learning for Life Explorer Post*, co-sponsored by the Long Beach Police Motor Patrol Association and Long Beach Firefighters Association.

PUBLIC SAFETY

Fire

The Fire Department responded to a total of 1,373 emergency calls for service: 106 calls for fires, of which 23 involved structures; and 643 emergency medical calls, of which 454 required paramedics.

Police

The Police Department acquired six Segway Electric Mobility Devices. The battery-powered scooters, which weigh only 83 pounds, can travel up to 12.5 miles per hour. The scooters will be used for a variety of patrol-related functions and may be seen in such areas as the Pike, the Convention & Entertainment Center, City Place, Pine Avenue, the Towne Center, and Second Street in Belmont Shore, as well as during special events such as the Toyota Grand Prix of Long Beach.

NEIGHBORHOODS

Community Development, Neighborhood Services Bureau

As of May 31, the Neighborhood Services Bureau has coordinated the reimbursement of more than \$2 million Redevelopment Agency funds to North Long Beach residential property owners. Since March 2000, 980 Neighborhood Enhancement Area (NEA) Program participants have received reimbursement for painting, fencing, landscaping, new windows, security lighting and security dead bolt locks. Programs offered include the Home Improvement Rebate Program, which reimburses up to \$2,000 for exterior front property improvements; the Home Security Lock Program, which reimburses up to \$300 voucher for deadbolt lock installation; and Home Security Lighting Program, which reimburses up to \$500 for exterior lighting installation. For information, contact Kathleen McCleary at Kathleen_McCleary@longbeach.gov or 570.6065.

Public Works, Environmental Services Bureau

The Environmental Services Bureau is completing the citywide rollout of recycling carts in June, six months ahead of schedule. Through this enhanced program, there has been a 70 per cent increase in collected recyclables.

NEIGHBORHOODS (continued)

Community Development, Neighborhood Services Bureau

On June 8, the Neighborhood Resource Center hosted a potluck reception attended by 50 residents to celebrate two Long Beach neighborhood groups' recent awards. The East Hill/Salt Lake Neighborhood Watch Clubs and the Craftsman Village Historic District were awarded first and second place in their respective categories in the national Neighborhood of the Year Award competition sponsored by Neighborhoods, USA. The neighborhood groups received plaques and cash awards from Neighborhoods, USA, and were presented with congratulatory Certificates from Senator Alan Lowenthal's office.

Parks, Recreation and Marine, Planning and Development Bureau

Concrete ADA curbing for the rubberized play surface at Bixby Knolls Park has been installed. ADA improvements at Martin Luther King, Jr. Park, including accessible walkways, a new hi/lo drinking fountain, and wheelchair accessible picnic tables have been completed.

Work continues on the fence at Burton W. Chace Park and on the amphitheater at Cesar E. Chavez Park.

At the downtown bike path, irrigation equipment was installed this week and soil is continuing to be brought in for the bicycle connection to the LARIO Trail (along the Los Angeles River) at the northern end of Cesar E. Chavez Park. Asphalt was removed from the old access road that runs from the berm down into the tunnel. Upon completion of final grading, this roadway will be paved in concrete.

New plantings and irrigation have been installed in the Spring Street median, between Long Beach Boulevard and Atlantic Avenue. Twenty-seven 36-inch boxed Podocarpus trees have been planted in the median on Atlantic Avenue near Roosevelt Road. The Atlantic Avenue median will be hand-watered until irrigation laterals and pop-ups are installed.

ECONOMIC DEVELOPMENT

Community Development, Neighborhood Services Bureau

On June 14, staff coordinated a business meeting for 10 business owners on 7th Street between the 710 Freeway and Atlantic Avenue. The 7th Street Business Corridor Improvement Project area extends from the 710 Freeway to Redondo Avenue. An important component of this effort is the work with Code Enforcement Inspectors who monitor the corridor to insure that the businesses are in compliance with the City's code requirements. Representatives from Neighborhood Services, Code Enforcement, Planning and Building, Economic Development, Redevelopment, Police, the Litter Abatement/Awareness Program attended the meeting and provided information on the \$2,000 Commercial Improvement Rebate Program, the Enterprises Zone, the Redevelopment area and the \$2,000 Start Up Business Grant.

ECONOMIC DEVELOPMENT

Community Development, Disadvantaged Community Assistance Division

On June 7, more than 40 Long Beach business representatives participated in the bimonthly Diversity Outreach Networking Session. Guest speaker Paul Smolan, B and B Supply, spoke on how to get City contracts, and how good business practices can make a difference in keeping those contracts. A brief overview of the City's Bid process was provided, as well as information on when and where an upcoming Bid process session will take place. After the presentations, the participants had an opportunity to meet one another, exchanging business cards for future networking/business opportunities.

Harbor

On June 14, more than 300 people attended *Pulse of the Ports*, a maritime cargo forecast conference hosted by the Port of Long Beach. Supply chain experts said to expect minor delays later this year, during the peak-shipping season in late summer and fall, but not the lengthy delays of a year ago. However, experts cautioned that there could be truck driver shortages because of low rates.

SPECIAL EVENTS

Parks, Recreation and Marine, Special Events and Filming Bureau

The 20th Annual *Champions Run for Life*, with an estimated attendance of 1,000, was held June 11 at the Rainbow Harbor Esplanade.

The East Village Arts District's 2nd Saturday Artwalk was held June 11 on Linden Avenue, between 1st St. and Broadway, with an estimated attendance of 2,400.

The Bikers Against Drunk Driving and Bikers Against Diabetes Charity Ride was held June 11 on the Promenade between 1st and 3rd Streets, with an estimated attendance of 600.

The Big Train Show was held on June 11 at the Queen Mary/valet parking area with an estimated attendance of 2,000.

An estimated 6,000 people attended the Dia De San Juan Festival on June 12 at the Queen Mary Events Park.

Universal Studios, with a cast and crew of three, is filming a TV production, *Monk*, from June 10 – June 15, at the Westin Hotel.

RSA/USA, with a cast and crew of two, is filming a TV production, *Fox NFL Sunday*, on June 14 and 15, at the Convention Center.

OTHER ITEMS OF NOTE

Energy, Gas Services Bureau

Replacement of gas pipeline is ongoing at Poppy Street between Atlantic Avenue and De Forest Avenue.

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OTHER ITEMS OF NOTE

Energy, Gas Services Bureau

During the week of June 5 - June 11, staff completed a total of 3,166 service calls. This total included 1,107 Gas and Water Utility Turn Ons, and 707 Turn Offs. During this period, 1,157 Customer Service Orders were completed for services that included lighting pilots, adjusting and inspecting appliances, completing fumigation orders, and verifying read orders. A total of 195 meter-maintenance and billing related orders were completed. In addition, Gas Control/Dispatch (24/7 operation) received 352 emergency phone calls that resulted in 91 emergency orders being sent out.

GRM: KP: arc

cc: Christine Shippey, Assistant City Manager
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City Manager Department Heads
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